

## **REMARKS**

Reconsideration of this application is respectfully requested in view of the foregoing amendments and the following remarks.

By the foregoing amendment, claims 1, 9-14 and 17-20 have been amended. Claims 7-8 and 16 have been previously canceled. No new matter has been added. Thus, claims 1-6, 9-15 and 17-20 are pending in this application and subject to examination.

In the Office Action mailed December 13, 2005, claims 1-6, 9-15 and 17-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Lanzillo, Jr., et al. (U.S. Patent Publication No. 2002/0032602 A1, hereinafter "Lanzillo, Jr.") in view of Scroggie et al. (U.S. Patent No. 5,970,469 A, hereinafter "Scroggie"). It is noted that claims 1, 9-14, and 17-20 have been amended. To the extent the rejection is still applicable to the currently pending claims, the Applicant hereby traverses the rejection, as follows.

### **Claims 1, 9-14 and 17-20 Recite Patentable Subject Matter**

Regarding claims 1, 9-14 and 17-20, the Applicant respectfully submits that nothing in the cited prior art, taken alone or in combination, discloses or suggests at least the feature of "a special benefit," which is "offered only to a customer who collected the direct mail, and wherein it is determined that the direct mail was collected only when the customer had opened the direct mail and purchased commodities advertised therein during a designated period," as recited in claims 1, 9-14 and 17-20, as amended.

This limitation recited in amended claims 1, 9-14 and 17-20 maximizes sales promotion efficiency by limiting the recipients of special offers to customers who have

opened a direct mail message and in addition have made purchases within a subject campaign period.

For at least these reasons, the Applicant submits that claims 1, 9-14 and 17-20 are allowable over the cited art.

#### **Claims 2-6 and 15 Recite Patentable Subject Matter**

Regarding claims 2-6 and 15, the Applicant respectfully submits that each of these claims depends from one of allowable claims 1 and 11, and is therefore allowable for at least the same reasons.

#### **Conclusion**

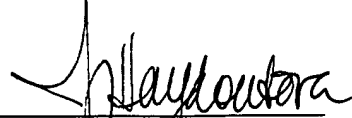
For all of the above reasons, it is respectfully submitted that the claims now pending patentably distinguish the present invention from the cited references. Accordingly, reconsideration and withdrawal of the outstanding rejections and an issuance of a Notice of Allowance are earnestly solicited.

Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.

In the event this paper is not considered to be timely filed, the Applicant hereby petitions for an appropriate extension of time. The Commissioner is hereby authorized to charge any fee deficiency or credit any overpayment associated with

this communication to Deposit Account No. 01-2300, referring to client-matter number 101229-00000.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Juliana Haydoutova', written over a horizontal line.

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Enclosure: Petition for Extension of Time (3 months)